

PRESS RELEASE

The MUNDUSvini Great International Wine Award – 280 experts from 44 different countries taste more than 5,300 wines

- **Major German wine competition under the patronage of the OIV begins on 29th August**
- **More than 5,300 wines from 41 different countries face critical assessment by expert international juries**
- **A large number of the wines come from German wine-growing areas**

Neustadt/Weinstrasse, 21st August 2008

The 8th MUNDUSvini Great International Wine Award will begin in Neustadt an der Weinstrasse on 29th August. And in its eighth year, this major international wine competition in Germany will again be breaking its own records, since 5,343 wines from 41 different countries will have been tasted by the jury members by 7th September. Thus the 5,000 mark will be topped for the first time in the history of this leading German wine competition, representing a rise of 8.5 per cent over last year.

Opening event on 29th August 2008

At the opening of the Wine Award at 8 a.m. on 29th August, Christoph Meininger, the Managing Director of MUNDUSvini GmbH, will welcome the professional tasters from 44 different countries to the Palatinate region. Then the Award's Management Board, represented by Michael Hornickel und Prof. Dr. Ulrich Fischer, will greet the international guests before they spend six days (from Friday to Sunday of each weekend) tasting and making focussed and professional assessments of the wines submitted.

Balanced ratio of wine origins and types

1,389 of the wines entered (25.9 per cent) come from Germany, followed by traditional wine countries like Italy with 16.8 per cent, Spain (16 per cent) and France (10.2 per cent). In addition, there is a substantial presence of wines from Portugal, Australia, Austria and South Africa. Even exotic wine countries, like Thailand, Israel and the Netherlands, can be found among the entries hoping to win medals.

The majority of the samples, namely 53.1 per cent or 2,838 bottles, are red wines. The share of white wines is 35.4 per cent or 1,892 bottles. In addition, 613 other wines, such as sparkling wines, rosés, semi-sparkling wines, sherries, ports and liqueur wines, will await the jury's judgment.

All the German wine-growing regions are represented in the entries from Germany, headed by the Palatinate with 352 entries, followed by Württemberg with 219, Baden with 207, Rhine-Hesse with 194 and Franconia with 139.

Largest wine tasting under OIV rules

MUNDUSvini is recognised by the Organisation Internationale de la Vigne et du Vin (OIV) in Paris and is one of the largest international wine awards held in compliance with strict OIV rules. The OIV specifies that each 7-strong tasting jury must be predominantly international and that no more than 45 wines are to be tasted per day. In addition, each jury must be made up of a balanced mix of experienced experts from different professions, such as cellar managers, oenologists, wine journalists, sommeliers and wine dealers. Under OIV rules, no more than 30 per cent of entries are allowed to be given awards. The best wines receive "Grand Gold", "Gold" and "Silver" medals. There are also separate awards for special achievements, such as "Importer of the Year" and "Producer of the Year". The awards are officially recognised as quality seals by the European Union and thus a valuable marketing tool for both producers and importers.

The official results of the 2008 MUNDUSvini Great International Wine Award will be announced in mid-September.

Public tasting of winning wines

A good ten weeks after the tasting by professional experts, MUNDUSvini will be opening the doors of the Saalbau in Neustadt again on Saturday, 22nd November 2008. Then enthusiastic wine lovers will have the opportunity of playing the role of jury members and tasting the award-winning wines.

About MUNDUSvini:

The *MUNDUSvini Great International Wine Award* is the largest officially recognised international wine award under the patronage of the Organisation Internationale de la Vigne et du Vin (OIV) for wines from all the wine-growing regions in the world. It was launched by the MUNDUSvini Wine Academy, a subsidiary of Meininger Verlag in Neustadt, in 2001 and has since been held annually.

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